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3 THE ELECTRIC FARMING CAMPAIGN:

2 WHAT IT IS ALL ABOUT -

A campaign to mobilize electric farming has been launched by the rural electric systems of the REA program. The objective of this campaign is to show farmers how they can use electric power to increase production, to save labor, and to cut losses.

Here is the background to the campaign:

The United States needs more farm production. We are consuming more of many critical farm commodities than we are producing. As a result, farm production goals announced by the U. S. Department of Agriculture for 1952 are the highest in history — 50 percent above pre-World War II.

Demand is continuing to rise. Each day we have 7,400 more Americans to feed and clothe. But new cropland is limited and farm labor is harder to get. Consequently, we must look to more efficiency and less waste. Electric farming is an important part of the answer.

To the vast majority of farmers, electricity is still a brand new tool of production. But now as never before, they need to harness this production tool. The Electric Farming Campaign is designed to help them do just that.

Electric farming offers a Big Potential for more farm production. Here are some examples:

- * More farmers need electric water systems to increase production, to eliminate drought losses and to make manpower go further. Yet only 3 percent of U.S. farms have pressure water systems outside of the home.
- * More farmers need electric dairy equipment to maintain our milk production with less labor. There are about a million farms with enough cows to use the milker profitably. Yet only about half of them have milking machines.
- * It is estimated that about 4-1/2 million tons of grain spoil annually, and about 90 percent of the grain damage is due to excess moisture. Farmers could increase their grain and hay output by using electric driers. Yet only 12,000 farmers have hay and grain drying equipment at the present time.
- * More farmers need electrical equipment to save time and labor. There are now a million and a quarter fewer workers on farms than 10 years ago. The "Wired Hand", which can do about 250 different jobs on the farmstead, is cheap, quick and efficient.

Thus it can be seen that electric farming is a great undeveloped potential for a further rapid increase in farm production. The job is Mobilizing Electric Farming.

MOBILIZING ELECTRIC FARMING

REA records show farmers will put electricity to work eventually. But time is short---production is needed now. That is why the 1,000 REA-financed rural electric systems which serve the heart of America's food and fiber production area are now promoting productive use of electricity.

The Electric Farming Campaign was launched in January at a conference in St. Louis. Rural electric leaders met there with REA personnel to plan a campaign that would be carried to rural electric systems in every state and locality.

Since the St. Louis conference, these developments show that the campaign is gaining momentum and is going forward:

1. In state after state, electric leaders are initiating and stepping up local campaigns.
2. Many are organizing special training and promotion work to support the campaign.
3. "Mobilizing Electric Farming" is the 1952 theme of the National Rural Electric Cooperative Association.
4. Statewide publications in 18 states are bringing power use information to more than a million farm families.
5. 500 electrification advisers are being mobilized for a special promotion job.
6. Rural electric co-ops are using newsletters, leaflets, posters and exhibits to give members power use information.
7. Rural electrics are working with press and radio to help in the campaign.
8. On-the-farm demonstrations of productive electrical equipment are major factors of the campaign.
9. In many areas wholesale power suppliers are supporting the drive.
10. All groups and agencies serving farmers have a stake in the campaign and many of them are already behind it.

The rural electric systems, their state and national associations, and REA are all giving high priority to the Electric Farming Campaign.

ELECTRIC FARMING GETS MORE TO MARKET